Romance: A BCG Analysis

Original by Andy Meyer
June, 1996
Agenda

My relationships
• Past
• Present

Our relationship in detail

Evaluation
Different relationships provide different things

Illustrative Example

Source: Internal focus groups; BCG analysis
Increase in relationship duration and intensity
Psycho a set back, but recovery under way

Source: Emotional baggage; BCG analysis
Consultant's Love Life (new format) 30Jan08.ppt
You rank highly among existing relationships

Value of relationship

High

Low

Family
Voice mail lady
You (new)
Partner
Friend "A"
Client
Rommmate
Dry cleaner
Officemate
Friend "B"
You (old)
Client
Street vendor

Avg. time spent on relationship per week

Consultant's Love Life (new format) 30Jan08.ppt
Relationship drivers
Significant share of key drivers met

Love

Companionship
- Eating
  - Asian food
  - Pizza
  - Pasta
- Entertainment
  - Movies
  - Theater
  - Partying
- Physical
  - Sports

Affection
- Physical
  - Romantic
  - Non-sexual
- Non-physical
  - Verbal
  - Visual

 Compatibility
- Physical
  - Personality
  - Humor
  - Intelligence
  - Character
  - Attractiveness

Source: Poets; Romantics; Self-Help books; BCG analysis
Personal interests mostly compatible
Greatest gap in sex, shopping

Source: Cosmo Magazine questionnaire; BCG analysis
### Physical characteristics strong

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<th>Eyes</th>
<th>Hair</th>
<th>Height</th>
<th>Body</th>
<th>Legs</th>
<th>Face</th>
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<tbody>
<tr>
<td>You</td>
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<td>“The Psycho”</td>
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<td>(ex-girlfriend)</td>
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<td>Rosanne Barr¹</td>
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1. For reference only
Source: Individual Hormonal Response; BCG analysis
Overall ranking is top box
Sister also a top prospect

Size of bubble = likelihood of going out in near future

- Supermodels
- "The Psycho" (ex-girlfriend)
- Rosanne Barr
- Your sister
- You
- Co-worker

1. For reference only
Source: Thin air
Response to relationship has been mixed

Reaction has been positive...

“They make a cute couple”
  – Mutual friend

“I think it’s great”
  – Officemate

“She’s hot”
  – Male friend

“If she wants him, fine. They deserve each other”
  – “They Psycho” (ex-girlfriend)

...but awareness of relationship is low

“I didn’t even know they were going out”
  – Co-worker

“She doesn’t look Jewish”
  – Parent

“I thought he was gay”
  – Female friend

In sum: relationship and long-term prospects strong, but need to maintain awareness of possible roadblocks

Source: Unsolicited opinions; BCG analysis
Response from current girlfriend

Clear disconnect between customer needs and existing service

In conclusion

- Relationship weakening
  - Formal
  - Uncommunicative

- Long term prospects dwindling

- Roadblocks are here today

- Speak in English, not in slides

“i’m outta here!”